

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1. A method in a computer system for associating data with a data request, the method comprising:

obtaining a request for provider data, wherein the provider data includes a first and second portion;

associating a first identifier with the request for the provider data;

returning the first portion of the provider data;

storing the second portion of the provider data according to the first identifier;

obtaining a request for the second portion of the provider data;

associating a second identifier with the request for the second portion of the provider data; and

returning the second portion of the provider data if the second identifier matches the first identifier.

2. The method as recited in Claim 1, wherein the steps of associating the first and second identifier with the requests for the provider data include generating a hash table key corresponding to the request for provider data.

3. The method as recited in Claim 2, wherein the hash table key generating step includes utilizing the provider data IP address to generate the hash table key.

4. The method as recited in Claim 2, wherein the hash table key generating step includes utilizing a graphical user ID to generate the hash table key.

5. The method as recited in Claim 1, wherein the first portion of the provider data includes a URL of content data.

6. The method as recited in Claim 5, wherein the content data is advertisement media.

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7. The method as recited in Claim 5, wherein the second portion of the

8. The method as recited in Claim 1, wherein the step of storing the second

storing the second portion of the provider data in a first cache; and

9. The method as recited in Claim 8, wherein the step of returning the

requesting data corresponding to the second identifier from a first cache;

10. The method as recited in Claim 9, wherein the step of requesting data

11. A computer-readable medium having computer-executable instructions

12. A computer system having a processor, a memory, and an operating

13. A computer system for providing data to a requesting party, the system

at least one content requestor for requesting provider data; and

wherein the content server returns the first portion of the provider data

wherein the content server returns the second portion of the provider data upon receiving a second request for the provider data from the content requestor if a second identifier matches the first identifier.

15. The system as recited in Claim 14, wherein the content server cache stores the second portion of the provider data in a hash table and wherein the first and second identifiers are hash table keys.

17. The system as recited in Claim 16, wherein the click server includes two or more cache for storing the second portion of the provider data.

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